

THE '74 CHEVROLETS



When the wheel belongs to you, the road goes anywhere you say.

Your car is a feeling of freedom. It's a better way. And it's so much better with a Chevrolet. More people have more fun in Chevrolets than in any other kind of car. We're proud to be Number One . . . but we never forget the responsibility implicit in that honor. And we're determined to build cars that warrant your continuing confidence in the name Chevrolet. Our wide choice of '74 models, sizes and types of cars and trucks is reflected in this booklet. We offer you full-size Chevrolets, mid-size Chevilles and little Vegas. There are luxurious Monte Carlos, sensible Novas, sporty Camaros and Corvettes. You can choose from 2-doors, 4-doors, wagons, convertibles and recreational vehicles. Best of all, they're all Chevrolet-priced to give you a lot of value for your money. We invite you to look them all over here. Then, why not start enjoying your own new '74 Chevrolet soon?

CHEVROLET • CHEVELLE • MONTE CARLO • WAGONS • NOVA • VEGA • CAMARO • CORVETTE • TRUCKS



Building a better way to see the U.S.A.



Caprice Classic Coupe. Caprice Classics are luxury-size cars with 121.5" wheelbase. See your Chevy dealer for a detailed 1974 Chevrolet catalog, covering Caprice Classics.

CHEVROLET CAPRICE CLASSIC

Here's a luxury car that understands what you mean by luxury.

That, in part, explains the Caprice Classic's spacious and elegant interiors, its smooth suspension and fine acoustical treatment. There are creature comforts all around, from the new cut-pile carpet underfoot to the coupe's new roof styling overhead.

The best part, though, is what happens when you drive a Caprice Classic.



Caprice Classic interior

It has been designed for you to steer, and for it to do most of the rest. Standard power front disc brakes do most of the stopping. Standard variable-ratio power steering does most of the work in turning. And the standard Turbo Hydra-matic transmission does the shifting, from first to second to third, so smoothly you can barely feel it.

1974 Caprice Classic. You might not want to look any higher.



Caprice Classic Sport Sedan



Caprice Classic 4-Door Sedan



Caprice Classic Convertible



Impala 4-Door Sedan. Impalas are full-size cars with 121.5" wheelbase. See your Chevy dealer for a detailed 1974 Chevrolet catalog, covering Impalas.

CHEVROLET IMPALA

Impala Interior



For years, Impala has been the nation's top seller, bar none, while also having a traditionally high resale value.

A car this popular obviously must have plenty of value going for it. And Impala has, with such value features as the Turbo-Fire 350 V8 engine, variable-ratio power steering, Turbo Hydra-matic transmission, power front disc brakes and Full Coil suspension. This year, we've put in added body insulation to help make a quieter ride.

Fortunately, Impala is as handsome as it is practical, offering not one but two distinctive new coupe styles for 1974. There's an impressive new grille, new triple

taillights, new nylon cut-pile carpeting and much more.

Try the 1974 Impala. It's not only the great American value to own but a great American value at resale time.



Impala Custom Coupe



Impala Sport Coupe



Impala Sport Sedan



Bel Air 4-Door Sedan

This year, we've built the long-standing value and fine handling capabilities of the mid-size Chevelle into exciting new models.

First, we bring you luxury in our new Malibu Classic. Its lush interior offers elegant comforts and conveniences.

And Malibu Classic is just as handsome outside as it is inside. With major new styling features, such as a coach window treatment for coupes (available only with vinyl roof option until



Malibu Classic interior

early 1974).

There is a new Malibu as well. Traditionally an outstanding value at resale time, this year's entry is also the lowest priced 1974 Chevelle to buy.

And for 1974, there's a dramatic new Laguna Type S-3 Coupe. Highly sophisticated, very sporty. (Available only with vinyl roof option until early 1974.)

Chevelle. Something for everyone. In mid-size. At mid-price.



Laguna Type S-3 Coupe



Malibu Classic Landau Coupe



Malibu Classic Sedan



Malibu Sedan



Malibu Coupe

CHEVELLE

Malibu Classic Coupe. Mid-size Chevilles have wheelbase of 116" (sedans) or 112" (coupes). See your Chevy dealer for a detailed 1974 Chevelle catalog.





Monte Carlo interior

Monte Carlo is not a car with elegance added on. Its elegance is basic.

The refined radial-tuned suspension system is designed to let you enjoy the advantages of Monte Carlo's standard steel-belted radial ply tires. We think you'll appreciate how well it handles and how smoothly it rides.

Features like variable-ratio power steering and power front disc/rear drum brakes are standard. Because it just wouldn't be a Monte Carlo

without them.

New elegance on the outside includes refined front and rear styling. There's quiet comfort on the inside with luxurious cut-pile carpeting and added sound-deadening materials.

Naturally, you can make Monte Carlo uniquely your own with a long list of available options. But with Monte Carlo, you start with a well-equipped, fine-handling, elegantly styled personal luxury car. No less.



Monte Carlo S

MONTE CARLO

Monte Carlo Landau. Personal-luxury-size Monte Carlos have 116" wheelbase. See your Chevy dealer for a detailed 1974 Monte Carlo catalog.





Caprice Estate. Full-size Chevrolet wagons have 125" wheelbase. See your Chevy dealer for a detailed 1974 wagon catalog.

CHEVROLET WAGONS CAPRICE ESTATE • IMPALA • BEL AIR



Caprice Estate interior

Spaciousness, convenience and luxury. You get that and more in the full-size wagons from Chevrolet. All feature 106.4 cubic feet of cargo capacity. Power steering, power front disc/rear drum brakes, Turbo Hydra-matic and new Turbo-Fire 400-4 V8 are standard.

The Glide-Away tailgate lets you load in tight spaces, even with a trailer hitched up. A nice '74 improvement, our Flip-Down seats, lets you fold rear seats quick and

easy from the right rear door.

The Chevrolet style and luxury leader is again Caprice Estate, with translucent wood-grain vinyl siding and special Caprice Estate sound insulation for added comfort.

Impala is year in and year out the most popular wagon we make.

Our economy leader in full-size wagons remains Bel Air.

Great full-size values all. In 2- and 3-seat models. From America's family station wagon builder. Chevrolet.



Impala Wagon



Bel Air Wagon



Malibu Classic Estate. Mid-size Chevelle wagons have 116" wheelbase. See your Chevy dealer for a detailed 1974 wagon catalog.

CHEVELLE WAGONS MALIBU CLASSIC ESTATE • MALIBU CLASSIC • MALIBU



Malibu Classic Estate interior

Families look to Chevelle for great value in mid-size wagons. And at a mid-price. For '74, they can look to new models that we've even given new names.

There's the new Malibu Classic Estate with translucent wood-grain vinyl paneling outside. There's the Malibu Classic with new style high-lights from grille to rear bumper.

Inside, both Classics include luxurious front seating with fold-down center armrest.

Rounding out '74 Chevelle wagons is Malibu, a name that's come to mean real value. It's hard to imagine that Malibu is the lowest priced mid-size wagon Chevrolet makes.

1974 Chevelle wagons. In 2- and 3-seat models. All have convenient hatch-back liftgate. And all now offer swivel bucket front seats and steel-belted radial ply tires that you can order.

You may not believe you're in a wagon.



Malibu Classic Wagon



Malibu Wagon



Foreground: Custom Hatchback Coupe. Background: Custom 4-Door Sedan. Novas are not big, not small—with 111" wheelbase. See your Chevy dealer for a detailed 1974 Nova catalog.

NOVA

Experience is the best teacher. And if you know your Novas, you know that we've been building essentially the same car since 1968.

We think we've got it down pat.

But we're not standing pat.

Each year we find new ways to enhance the inherent value and appeal of this uncomplicated, popular, sensibly sized automobile.

This year we've given Nova

Available Strato-bucket seats



an improved bumper system, front and rear, to help cushion minor impacts.

There are some new colors, new carpets, new trim.

And for the first time ever, you can order steel-belted radial ply tires for your new Nova.

Change for the sake of change, no. Improvement for the sake of improvement, you bet.

It's a way of life with Nova.



Nova SS Coupe



Nova 4-Door Sedan



Nova Coupe



Nova Hatchback Coupe

Custom Coupe





Vega Hatchback. Our little Vegas have 97" wheelbase. See your Chevy dealer for a detailed 1974 Vega catalog.

VEGA

Vega Estate Wagon



Vega has won more automotive honors than any other American economy car. So what do we do? We change it.

But for very good reasons. Big, strong new bumpers. A die-cast metal nose with cooling slots in place of a grille.

Bigger taillights. New springs and recalibrated shock absorbers.

See your Chevy dealer and see what it's like to drive a winner.



New carpeting and more upholstery choices



Hatchback with Sports Decor



Hatchback



Hatchback GT



Notchback LX



Kamback



Notchback



Panel Express

Camaro was born for the road. And this year it's matured into probably the finest Camaro ever.

With a firm stance. Sporty interior for four people. Handling that many drivers have never experienced before.

For 1974, the mix has been sweetened even more.

The styling is classically new. From rakishly angled grille to wraparound taillights. Improved bumpers



Type LT Interior

cushion minor impacts.

Front disc brakes are standard. There's a thrifty standard Six. Or a new standard 350 V8. (And all Camaro V8 models this year include variable-ratio power steering.) Steel-belted radial tires are available on any model (except with Z28 package).

Your model choices are: (1) The Sport Coupe. All of Camaro's basic good things

with the lowest Camaro price. (2) The Type LT. Named after the twin concepts of Luxury and Touring. And very well named.

Plus you can order any 1974 Camaro equipped with the Z28 performance package.

To get the feel of a Camaro quick and easy, just look at one. Because it's that kind of car.

The way it looks is the way it goes.



Camaro Z28



Camaro Sport Coupe

CAMARO

Type LT Coupe. Sporty-size Camaros have 108" wheelbase. See your Chevy dealer for a detailed 1974 Camaro catalog.





Corvette Stingray Convertible



Corvette available custom interior

One look says it all. That here is a car so exciting it makes the scene wherever it stops. And makes heads turn wherever it goes. Corvette is the pattern-setter for a whole new life style.

But what you see is not all you get. There's much more. Because Corvette is a way to put yourself in the only true production sports car built in America.

The '74 body (with new rear styling) is crafted in fiberglass so that every line

and curve can satisfy both the eye and the strict demands of road driving.

The chassis is bred for the road, too, with an exceptionally low center of gravity, independent suspension, ventilated disc brakes and wide steel-belted radial ply tires at all four wheels.

And Corvette's interior helps make the driver an integral part of the car and its controls.

Corvette. Two people, going anywhere, never had it so good.

CORVETTE

Corvette Stingray Coupe. Corvettes track the road on a 98" wheelbase. See your Chevy dealer for a detailed 1974 Corvette catalog.



CHEVROLET'S 1974 SPORTY CARS. A HERITAGE OF SPORTS CAR EXPERIENCE AND INNOVATION IS BUILT INTO EVERY SPORTY CHEVROLET.



▲ Camaro Z28

CAMARO Z28

One of Chevrolet's finest performers, the highly respected "Z" comes at you in 1974 with a fresh new face. And you can order sport stripes with bold Z28 ID.

CHEVELLE LAGUNA TYPE S-3

Our first S-3 because we've never built a car quite like this before. Suffice to say that everything you've heard about Chevelle handling and agility is true. Tell your neighbor. (Laguna Type S-3 Coupe available only with vinyl roof option until early 1974.)

CORVETTE

This is where it all began. With the 1953 Corvette. And today, the legendary Vette with its 1974 model remains, among other things, the



sought-after sports car it's been for over 20 years. Need we say more?



▲ Chevelle Laguna Type S-3



▼ Vega GT

VEGA GT

A mighty popular little car. Special suspension, stabilizer bars, tachometer, of course. And a sporty new front for 1974.

NOVA SS

Not a small car, not a big car, but with benefits of both. A reasonably nimble car that's reasonably roomy, too. A sporty look and feel plus Nova virtues.



▼ Nova SS

Your Chevy dealer has 1974 catalogs that cover details of these sporty cars.



Fleetside Cheyenne

FLEETSIDE PICKUP

One of our classiest ways to haul a camper. Tough Chevy truck construction. Power team selections available to match your load requirements. Cheyenne includes interior and exterior features like a full-depth foam seat cushion and chrome front bumper.

BLAZER

Go-anywhere fun and style, with chrome bumpers, bright trim, front bucket seats. When ordered with hardtop, the Cheyenne package includes carpeting and rear sidewall trim panels. Available with full-time 4-wheel drive, conventional 4-wheel drive, 2-wheel drive.



Blazer Cheyenne

RECREATIONAL VEHICLES

Suburban Cheyenne



SUBURBAN

Takes up to nine passengers with available seating, in a comfortable wagon-type vehicle built on a tough truck chassis. The Cheyenne Super package adds comfort and style to an ideal trailering vehicle. Huge 144-cu.-ft. cargo capacity.

SPORTVAN

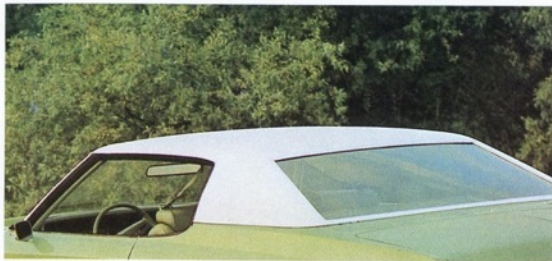
It can carry up to 12 people with available seating. And it has 260 cu. ft. for cargo, with rear seats removed. That's close to three times what the usual station wagon offers.

See your Chevy dealer for detailed 1974 Truck and Recreational Vehicle catalogs.

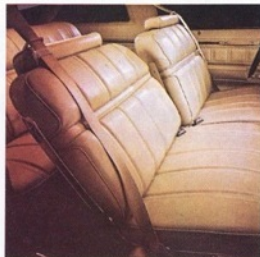
Sportvan



POPULAR OPTIONS YOU CAN ORDER ON



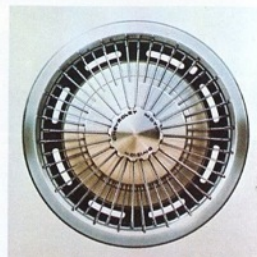
Vinyl roof cover



Caprice Classic reclining passenger seat



Rally wheels



Wire wheel covers

CAPRICE CLASSIC, IMPALA

Turbo-Jet 454-4 V8 • Air conditioning • Power windows • Power door locks • Power front seat • Deluxe bumpers • Rear window defogger • Soft-Ray tinted glass • Radios: AM, AM/FM, AM/FM/Stereo • Stereo tape system (with AM or AM/FM Stereo radio) • Vinyl roof cover • Speed and cruise control • Comfortilt steering wheel • Wire wheel covers • Steel-belted radial ply tires • Integral litter container • Accent carpeting • Caprice Classic 50/50 reclining passenger seat • Child and infant safety seats (dealer-installed only) • Trailer wiring harness (dealer-installed only)

CHEVELLE

• Turbo-Fire 400 V8 • Turbo-Jet 454-4 V8 • 4-Speed manual transmission • Turbo Hydra-matic • Power brakes • Power steering • Power Sky Roof • Power windows • Vinyl roof cover • Air conditioning • Deluxe bumpers • Rear window defogger • Soft-Ray tinted glass • Radios: AM, AM/FM, AM/FM/Stereo • Stereo tape system (with AM or AM/FM Stereo radio) • Swivel bucket seats • Comfortilt steering wheel • Turbine I wheels • Wire wheel covers • Steel-belted radial ply tires • Sport mirrors • Integral litter container • Power door locks • Child and infant safety seats (dealer-installed only) • Trailer wiring harness (dealer-installed only)

MONTE CARLO

• Turbo-Fire 400 V8 • Turbo-Jet 454-4

V8 • Turbo Hydra-matic • Power Sky Roof • Power windows • Power door locks • Air conditioning • Deluxe bumpers • Rear window defogger • Soft-Ray tinted glass • Vinyl roof cover • Radios: AM, AM/FM, AM/FM/Stereo • Stereo tape system (with AM or AM/FM Stereo radio) • Swivel bucket seats • Center console • Speed and cruise control • Comfortilt steering wheel • Turbine II wheels • Wire wheel covers • Rally wheels • Integral litter container • Child and infant safety seats (dealer-installed only)

CHEVROLET WAGONS

• Turbo-Jet 454-4 V8 • Power tailgate • Power windows • Power door locks • Power front seat • Air conditioning • Roof carrier • Remote-control mirrors

• Rear window defogger • Soft-Ray tinted glass • Radios: AM, AM/FM, AM/FM/Stereo • Stereo tape system (with AM or AM/FM Stereo radio) • Vinyl roof cover • Speed and cruise control • Comfortilt steering wheel • Superlift rear shock absorbers • Wire wheel covers • Steel-belted radial ply tires • Integral litter container • Deluxe bumpers • Heavy-duty radiator • Child and infant safety seats (dealer-installed only)

CHEVELLE WAGONS

• Turbo-Fire 400 V8 • Turbo-Jet 454-4 V8 • Turbo Hydra-matic • Power steering • Power tailgate • Power windows • Power door locks • Power front seat • Swivel bucket seats • Center console • Air conditioning • Rear window air

deflector • Roof carrier • Deluxe bumpers • Rear window defogger • Soft-Ray tinted glass • Radios: AM, AM/FM, AM/FM/Stereo • Stereo tape system (with AM or AM/FM Stereo radio) • Comfortilt steering wheel • Turbine I wheels • Wire wheel covers • Steel-belted radial ply tires • Speed and cruise control • Integral litter container • Heavy-duty radiator • Child and infant safety seats (dealer-installed only)

NOVA

• SS equipment • Turbo-Fire 350-4 V8 • 4-Speed manual transmission • Turbo Hydra-matic • Power steering • Power brakes • Bucket seats • Air conditioning • Soft-Ray tinted glass • Center console • Special instrumentation • Radios: AM, AM/FM • Comfortilt

Deluxe bumpers/bumper guards



Power Sky Roof



Swivel bucket seats



P01 full wheel covers



Turbine I wheels



YOUR NEW CHEVROLET CAR OR TRUCK.



Speed and cruise control



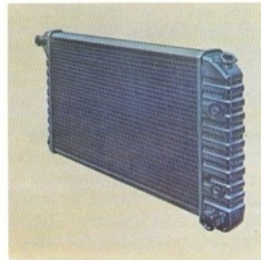
Air conditioning



Comfortilt steering wheel



Steel-belted radial ply tires



Heavy-duty radiator



Roof carrier



AM/FM Stereo radio

steering wheel • Deluxe bumpers (standard on Nova Custom)
 • Vinyl roof cover • P01 full wheel covers • Rear bumper guards • Steel-belted radial ply tires • Rear window defogger • Sport mirrors • Space-Saver spare tire • Accent carpeting • Rally wheels • Child and infant safety seats (dealer-installed only)

VEGA

• GT equipment • Estate Wagon equipment • LX Notchback equipment • Sports Decor Hatchback equipment • Vega 140-2 4-cyl. OHC* • 4-Speed manual transmission • Turbo Hydra-matic • Performance axle ratio • Power steering • Air conditioning • Soft-Ray tinted glass • Rear window defogger • Radios: AM, AM/FM • Ride and handling package • Sport steering wheel • Sport

stripes • Wheel trim rings • Vinyl roof cover • Steel-belted radial ply tires • Child and infant safety seats (dealer-installed only)

*Check your dealer for availability.

CAMARO

• Z28 equipment • Turbo-Fire 350-4 V8 • Turbo-Fire Special 350-4 V8 • 4-Speed manual transmission • Turbo Hydra-matic • Air conditioning • Power windows • Power brakes • Power steering • Radios: AM, AM/FM, AM/FM Stereo • Turbine 1 wheels • P01 full wheel covers • Center console • Front and rear bumper guards • Rear window defogger • Accent carpeting • Soft-Ray tinted glass • Special instrumentation • Vinyl roof cover • Comfortilt steering wheel • Space-Saver spare tire • Steel-belted radial ply tires

• Rally wheels • Child and infant safety seats (dealer-installed only)

CORVETTE

• Custom interior • Removable hardtop • Turbo-Fire Special 350-4 V8 • Turbo-Jet 454-4 V8 • Turbo Hydra-matic • Power steering • Power brakes • Power windows • Air conditioning • Tilt-Telescopic steering wheel • Radios: AM/FM, AM/FM/Stereo • Rear window defogger

FLEETSIDE

Cheyenne Super trim • Cheyenne console • Custom Deluxe trim • 292-cu.-in. Six • 350-4 V8 • 454-cu.-in. V8 • 4-Speed manual transmission • Turbo Hydra-matic • Air conditioning • Power steering • Comfortilt steering wheel

• Below-Eye-Line mirrors • Auxiliary fuel tank • Bucket seats • Radios: AM, AM/FM • Soft-Ray tinted glass • Sliding rear windows

BLAZER

• Cheyenne trim • Auxiliary top • 350-4 V8 • 4-Speed manual transmission • Turbo Hydra-matic • Air conditioning • Power steering • Comfortilt steering wheel • Radios: AM, AM/FM • 30-gallon fuel tank • Below-Eye-Line mirrors

SUBURBAN

Custom Deluxe trim • Cheyenne Super trim • 454-cu.-in. V8 • 4-Speed manual transmission • Turbo Hydra-matic • Air conditioning • Power steering • Comfortilt steering wheel • Radios:

AM, AM/FM • 30- & 40-gallon fuel tanks • Below-Eye-Line mirrors

SPORTVAN

• 350-4 V8 • Turbo Hydra-matic • Air conditioning • Custom Appearance package • Custom Comfort package • Power steering • Radios: AM, AM/FM • Soft-Ray tinted glass • Comfortilt steering wheel • Swing-out rear door glass • Below-Eye-Line mirrors • 36-gallon fuel tank • Steel-belted radial ply tires (20 Series only)

Availability of these items often depends on model and other equipment selected. Some are dealer-installed accessories only. Your Chevrolet dealer can answer any questions concerning specific items.

Sport mirrors



Power brakes



Power windows

Power door locks



Child and infant safety seats (GM Love Seats—dealer-installed only)



Trailer wiring harness (dealer-installed only)

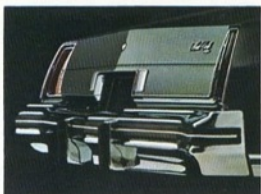


CHEVROLET'S SAFETY EXPERIENCE MEANS A BETTER EXPERIENCE FOR YOU.

Here are just a few of the many safety features built into our '74 cars. They help in occupant protection, accident prevention and anti-theft security.

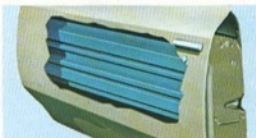
IMPROVED BELT SYSTEM

Seat belts with pushbutton buckles for all passenger positions. And two combination seat and shoulder belts (except convertible) for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock).



IMPROVED BUMPERS

Bumpers retract and return on minor impact to help cushion shock (all models except Corvette which has its own specifically designed improved bumpers).



SIDE-GUARD BEAMS

Sturdy steel beams are in every door for protection in the event of side-impact.

CARGO-GUARD LUGGAGE COMPARTMENT

A steel barrier between the trunk and interior (except wagons and Hatchbacks).

ANTI-THEFT STEERING COLUMN LOCK

When you remove the ignition key, the steering wheel locks and won't turn. And if you don't remove the ignition key as you leave the car, a warning buzzer lets you know.

SOME OF OUR OTHER SAFETY FEATURES

Two front seat head restraints. Energy-absorbing steering column. Thick-laminate windshield.

Passenger-guard door locks. Safety door latches and hinges. Padded instrument panel. Padded sun visors. Side marker lights and reflectors. Starter safety switch. Folding seat back latches. Safety armrests. Safety steering wheel. Parking lights that illuminate with headlights. Four-way hazard warning flasher. Back-up lights. Windshield defroster, washers and dual-speed wipers. Outside rearview mirror. And more.



HOW TO HELP SAVE MONEY IN YOUR DRIVING

"Quick" starts. Gasoline can be conserved by avoiding unnecessarily rapid acceleration away from lights and stop signs.

Speed versus mileage. High speeds substantially increase gas consumption. Statistics prove that driving at 50 mph versus 70 mph can result in a fuel savings of about 20%.

Excessive idling. An idling engine uses gasoline, too. If you're faced with more than a few minutes' wait, you're better to "turn off" and start again later.

Excessive weight. No need to carry your outdoor motor, golf clubs and heavy tools everywhere you go. Even 100 lbs. of excess weight begins to affect your gas mileage.

Pumping the accelerator. Every "pump" of the pedal means a charge of extra gasoline going through the carburetor. It's a bad habit to pump the accelerator after starting the engine. Or while waiting for a traffic light to change.

HOW TO HELP CARE FOR YOUR CAR

Properly tuned engine. Overall tuning (a check on timing, distributor points, spark plugs, emission control devices, etc.) can improve your car's performance. You just can't expect an "out-of-tune" engine to give you good gas mileage.

Tire inflation. Under-inflation not only causes needless wear of the tires, but can also waste gasoline. It's a good idea to check tire pressures regularly.

Wheel alignment. Improper "toe in" or "toe out" has the effect of dragging your front tires sideways and causes premature tire wear. It takes power to carry this extra load and that takes gas from your tank.

Fuel selection. All 1974 Chevrolet engines are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system and other engine components.

Lubricants. A properly lubricated engine means less friction between moving parts. Consult your owner's manual for the proper lubricants to use and the lubrication intervals.

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models. Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan 48202.

LITHO IN U.S.A.

Chevrolet